

Morris Digital Works

Ad Order Entry 1.7
Feature Overview

One Set of Core Templates

PROS

- Changes to the templates can now be made for all newspapers at once.
- Bug fixes are now instantaneous and automatically received by everyone.

CONS

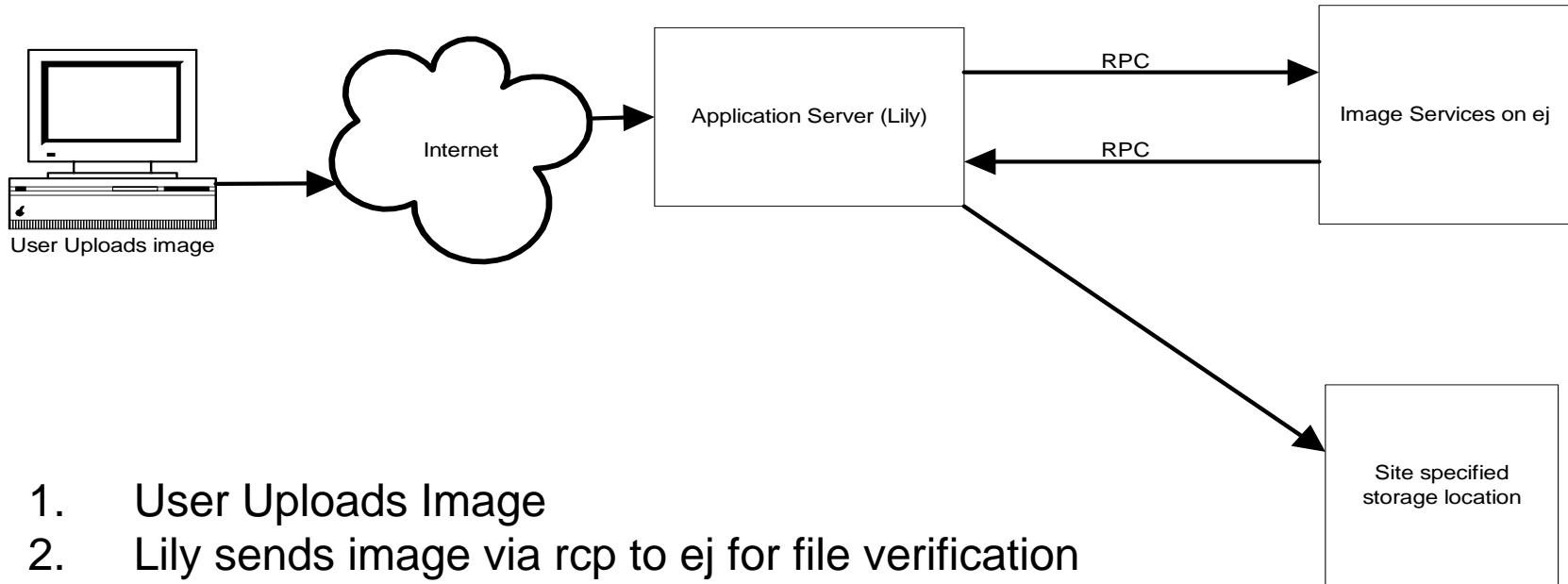
- Property loses ability to fully customize.
- New features wait for future product releases.

Images May Be Loaded to Run in Print Edition

[Athens online](#)

- One image may be uploaded per ad.
- Some DTI properties may send the image to be displayed online.
- Image Pricing by flat fee and/or extra lines.
- Image size requirements may be set up by the property.

Image Processing Overview



1. User Uploads Image
2. Lily sends image via rcp to ej for file verification
3. Lily possibly sends image to ej for resizing.
4. Lily sends image to property specified directory via fileman for storage.

NOTE:

Steps 2 - 4 are repeated for each duplicate created from an uploaded image.

Ad Enhancement and Special Feature Prices Are Now Configurable

- Pricing is configurable by category
- Prices “bubble up”
- You may choose to not offer a Special feature or some of the ad enhancements for a category.
- You must offer Enlarged.
- Set up and maintenance currently handled by Engineering.

- Screen
- Reverse
- Bold
- Italic
- Underline
- Enlarge
- Align left
- Align Center
- Align Right
- Border
- Top ad

Field Validation Now Done for Billing Information

- *E-Mail Address, Day Phone, Evening Phone, Card Number, zip code are now validated for proper format.*
- Classified ad buyers will be prompted to fix incorrect formats.

Newspapers can add Notes to the Right of the Ad Body

Compose Your Ad

Begin | 1. Select | 2. Write | 3. Enhance | 4. Schedule | 5. Review | 6. Checkout | Finish

Compose your ad in the spaces provided below.

Heading

Body of Ad*

Phone Number

* Required Field

Tips and Suggestions
Classified Writing
Tips

Transportation ads must begin with the year, make and model, in this format:
95 DODGE Ram.

Garage sale ads must begin with the address where the sale will be held.

Customizable text

- The text will be displayed for every category.
- Variable configured in settings template.
<mcc \$compose_right_rail_note = "">

Default Header may be set to a Different Size than Body of Ad

Header — 2001 American
General boyya

Body — Power Tech engine; 173
horse power; Make an offer!

Phone — John bubba, 555-5555

- Variables configured in settings template.
<mtl \$title_fontsize = \$large_fontsize>
<mtl \$title_fontid = \$default_fontid>
<mtl \$body_fontsize = \$normal_fontsize>
<mtl \$body_fontid = \$default_fontid>
<mtl \$address_fontsize=\$normal_fontsize>
<mtl \$address_fontid = \$default_fontid>

Classified Ad Buyers Can Now Give User Feedback about AOE

- Customizable variable available at the bottom of each page.
- Variables can be used to add links, newspaper policies, images, additional help, etc.
- Variables configured in settings template.

```

<mcc $assist_text = "">
<mcc $assist_text_step0 = "">
<mcc $assist_text_step1 = "">
<mcc $assist_text_step2 = "">
<mcc $assist_text_step3 = "">
<mcc $assist_text_step4 = "">
<mcc $assist_text_step5 = "">
<mcc $assist_text_step6 = "">
<mtl $feedback_link = "">
    
```

Customizable text — [Give us feedback](#)

Finished

Intro	1. Select	2. Write	3. Enhance	4. Schedule	5. Review	6. Checkout	🔴 Finish
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Success

Your ad has been scheduled. Your A-J account will be billed for \$16.00.

Thank you for using the Lubbock Avalanche-Journal Classified Ad Placement Center. If you would like, you may [place another ad](#).

[Give us feedback](#)

List or dropdown category display Option

List Option

Select Categories

Intro | 1. Select | 2. Write | 3. Enhance | 4. Schedule | 5. Review | 6. Checkout | Finish

Choose a category where you would like your ad to run.

MERCHANDISE	TRANSPORTATION	REAL ESTATE
◆ Appliances	◆ Airplane Flying Inst	◆ Real Estate for Sale
◆ Antique Directory	◆ Boats and Motors	◆ Real Estate/zone 1
◆ Antiques/art Objects	◆ Boats/sail/canoe/kayak	◆ Real Estate/zone 2
◆ Baby Items	◆ Boats-personal Water	◆ Real Estate/zone 3
◆ Bicycles/repairs	◆ Boat Equipment	◆ Real Estate/zone 4
◆ Books	◆ Boats-storage/marina	◆ Real Estate/zone 5
◆ Home Improvement - Remodeling	◆ Rv/travel Tr/camper	◆ Real Estate/zone 6
◆ Camera/photo Supp	◆ Motorcycles - Atvs	◆ Real Estate/zone 7
◆ China/crystal/flatw	◆ Motorcycles/atvs	◆ Real Estate/zone 8
◆ Clothing/new and Used	◆ Motorcycle Parts - Svs	◆ Real Estate Wanted
◆ Wedding/formal Attr	◆ Motorcycle Access	◆ Real Estate To Trade
◆ Collector Items	◆ Vehicles Under \$5000	◆ Townhouse/condo/dupl
◆ Comm Equip/supplies	◆ Acura	◆ Apartments for Sale
◆ Computer/equip/soft	◆ Audi	◆ Business Property
◆ Exercise/health Equi	◆ Bmw	◆ Resort Property
◆ Food Products	◆ Buick	◆ Lots/acreage
◆ Firewood/fuel	◆ Cadillac	◆ Farms/ranches
◆ Flooring	◆ Chevrolet	◆ Income Property
◆ Furniture	◆ Chrysler	◆ Out of Town Property
◆ Games	◆ Daewoo	◆ Manufactured Homes
◆ Hobbies	◆ Dodge	◆ Mfg Home Lots
◆ Hosp/medical Equip	◆ Eagle	◆ Houses To Be Moved
◆ Jewelry/coins	◆ Fiat	◆ Real Estate Services
◆ Machinery-equip-tool	◆ Ford	◆ Office Space
	◆ Geo	◆ Farmland

Drop Down Option

Select Categories

Intro | 1. Select | 2. Write | 3. Enhance | 4. Schedule | 5. Review | 6. Checkout | Finish

Choose a category and classification where you would like your ad to run.

CATEGORY

CLASSIFICATION

◆ BUSINESS PROPERTY

◆ CONDOS

◆ FARMLAND

◆ FURNISHED APARTMENTS

◆ FURNISHED DUPLEXES

◆ FURNISHED HOUSES

◆ MOBILE HOMES - PARKS

◆ OFFICE SPACE

◆ RESORT RENTALS

◆ ROOMMATE WANTED

◆ ROOMS FOR RENT

◆ UNFURNISHED APARTMENTS

◆ UNFURNISHED DUPLEXES

◆ UNFURNISHED HOUSES

◆ WANTED TO RENT/LEASE

If you are a business owner, please call 800-333-3333 or 1-800-692-4212 between the hours of 8:00 am and 5:00 pm. Once you have selected a category and classification for your ad, click "Next"

- Variable configured in settings template.
`<mcc $use_pulldown_menus_for_categories = "NO">`

Fielded Automotive data optional

Non Fielded

Compose Your Ad

Intro

1. Select

2. Write

3. Enhance

4. Schedule

5. Review

6. Checkout

Finish

Compose your ad in the spaces provided below.

Fields marked with a * must be filled in.

Heading

Body of Ad (Edit your ad here)*

Phone Number

Tips and Suggestions
Classified Writing Tips

< Previous
Next >

Fielded Option

Compose Your Ad

Intro

1. Select

2. Write

3. Enhance

4. Schedule

5. Review

6. Checkout

Finish

Compose your ad in the spaces provided below.

Fields marked with a * must be filled in.

Year

Make

Model

Body of Ad (Edit your ad here)*

Phone Number

Tips and Suggestions
Classified Writing Tips

< Previous
Next >

- Variable configured in settings template.
<mc \$use_transportation_fields = "Year/Make/Model">